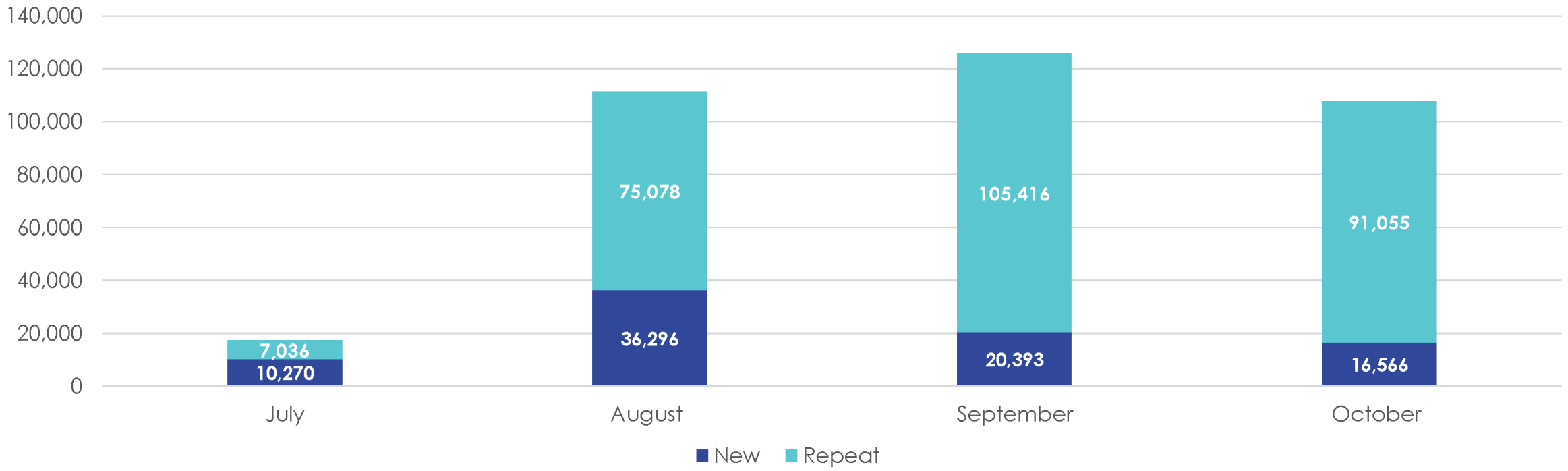
Performance Report

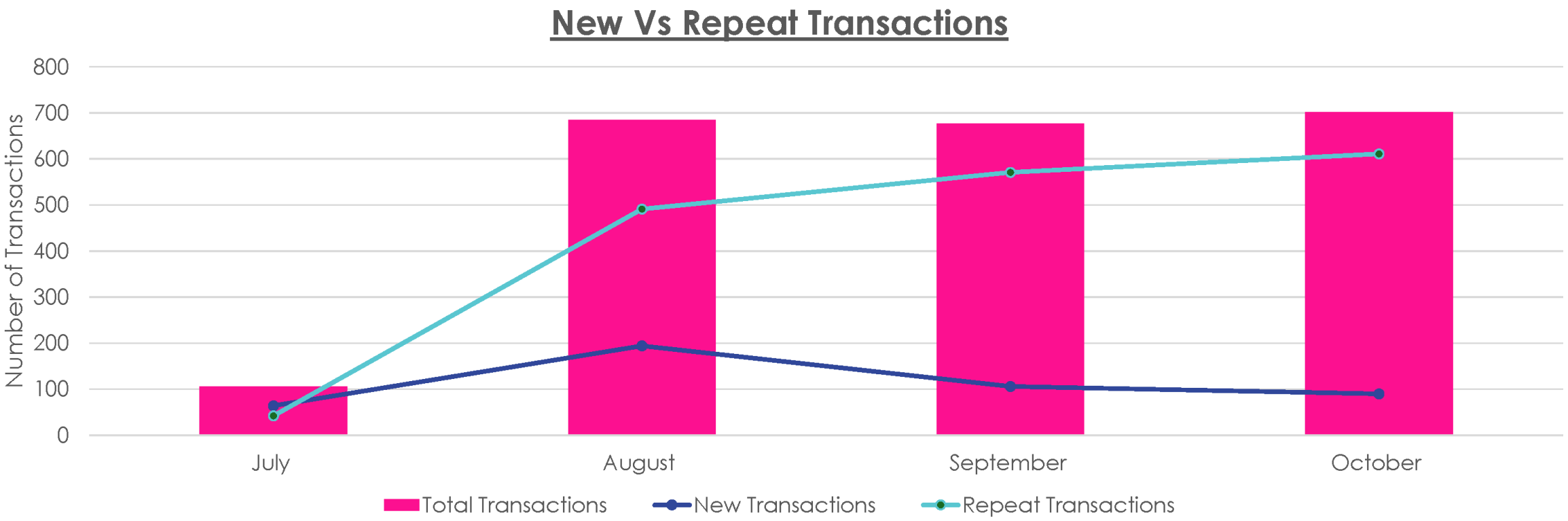
July – October 2024

New Vs Repeat Transactions I July – October'24



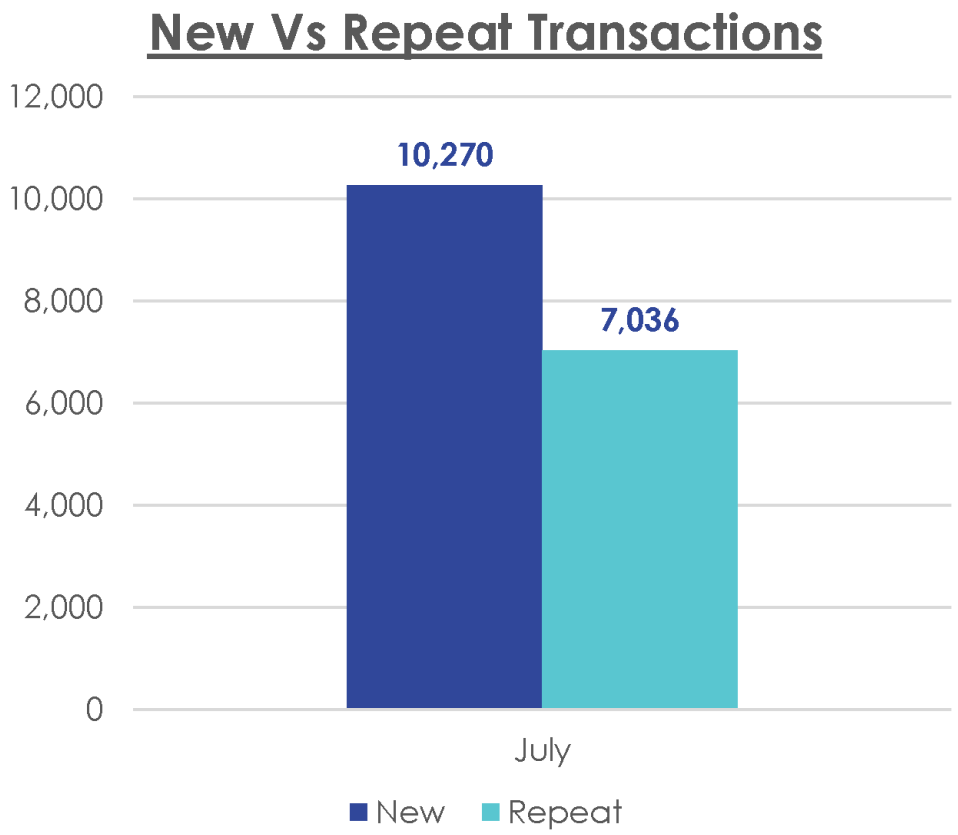
Total Transactions (Jul-Oct 2024): 1,864
Total Billing: AED 310,110.50
Cashback Utilization: High, with a redemption rate of **55.4%** (1,032/1,864)
Average Billing: AED 166.37

New Vs Repeat Number of Transactions I July – October'24



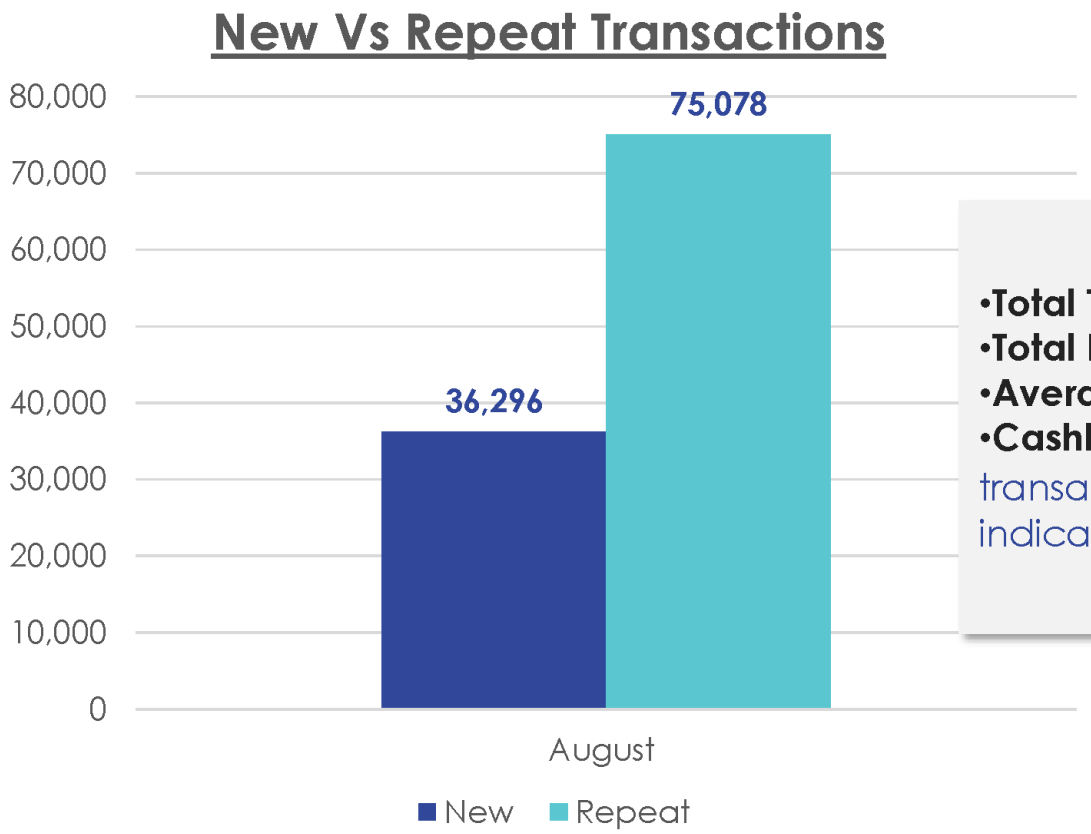
- The data showcases strong customer retention, with repeat transactions consistently increasing each month.
- July saw a balanced start, with **60% new transactions**.
- From August onwards, repeat transactions surged, comprising **72% in August, 84% in September, and 87% in October**.
- The trend indicates that the cashback program effectively converted new customers into loyal, repeat users, sustaining high engagement and frequent returns across the period.

New Vs Repeat Transactions I July'24



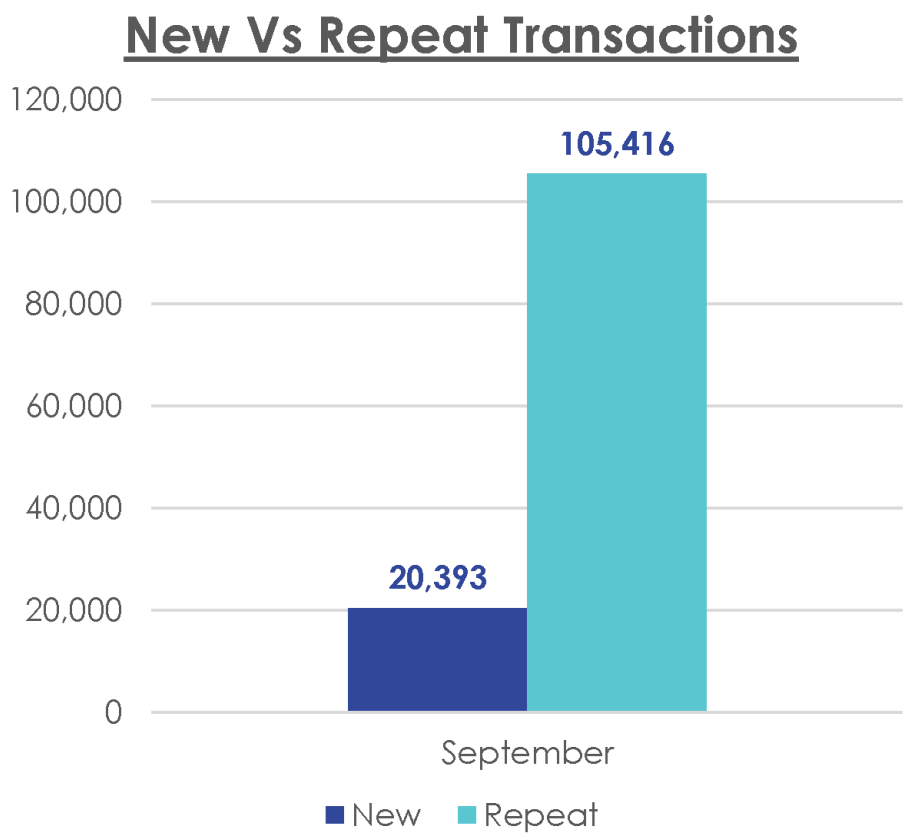
- **Total Transactions**: **106 (New: 64, Repeat: 42)**
- **Total Billing**: AED 17,306 (New: AED 10,270, Repeat: AED 7,036)
- **Average Billing**: AED 163.26
- **Cashback Impact**: This month showed moderate usage of cashback with repeat customers contributing significantly to total billing.

New Vs Repeat Transactions I August'24



- **Total Transactions: 685 (New: 194, Repeat: 491)**
- **Total Billing:** AED 111,374.50 (New: AED 36,296, Repeat: AED 75,078.50)
- **Average Billing:** AED 162.59
- **Cashback Impact:** A substantial jump in transactions, with repeat transactions comprising **71.68%** of the total. The high redemption rate indicates strong customer retention, likely boosted by cash back incentives.

New Vs Repeat Transactions I September'24

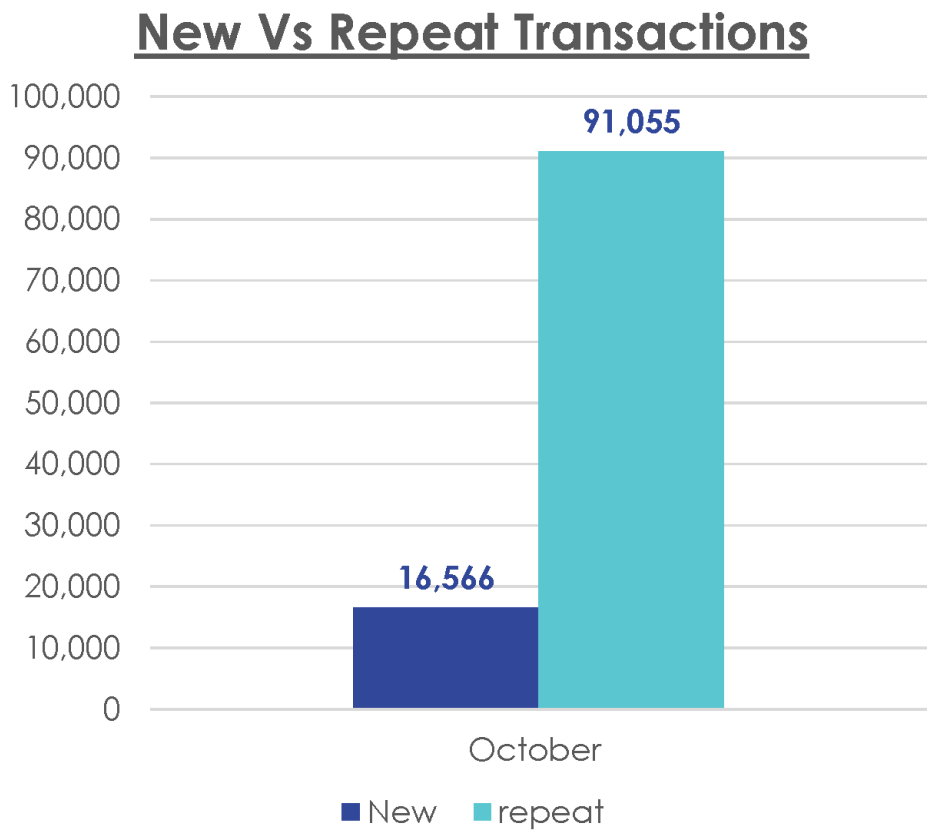


- **Total Transactions: 677 (New: 106, Repeat: 571)**
- **Total Billing:** AED 125,809 (New: AED 20,393, Repeat: AED 105,416)
- **Average Billing:** AED 185.84
- **Cashback Impact:**

The month saw the highest contribution from repeat transactions at **84.34%**, reflecting strong loyalty and effective cashback engagement.

The higher average billing suggests customers may be spending more during visits, potentially influenced by the incentive to redeem cashback.

New Vs Repeat Transactions I October'24



- **Total Transactions: 701 (New: 90, Repeat: 611)**
- **Total Billing:** AED 107,620.00 (New: AED 16,566, Repeat: AED 91,055)
- **Average Billing:** AED 153.54
- **Cashback Impact:**

Repeat transactions remained high at **87.16%.** Cashback promotions continued to support frequent return visits, but the average billing was slightly lower, suggesting a shift in purchase patterns or more frequent but lower-value visits.

Cashback Impact Analysis

Overall Increase in Customer Spend: Cashback has proven to be an effective strategy for driving repeat visits, evidenced by the high proportion of repeat transactions and consistent redemption rates above **50%** across all months.

• **Customer Loyalty**: The data highlights a strong trend in customer loyalty. The increase in repeat transactions month-over-month supports the idea that cashback is encouraging customers to return and spend more frequently.

• **Spending Trends**:

- **August and September** saw the most significant jumps in total billing and transaction counts, indicating that cashback may have been particularly effective during these months.

- The **average billing amount** was highest in September, implying that customers were willing to spend more, possibly to maximize cash back benefits.

Insights:

- Cashback transactions dominate, contributing **96.5%** of the total billing, with a notable redemption rate of **55.4%**. This indicates strong customer engagement and repeat usage.

- "While discounts tend to attract higher average billing (AED 194.80), they constitute a smaller share of overall revenue. Cashback programs, on the other hand, can be leveraged to maintain customer engagement and drive frequent transactions, enhancing overall revenue by balancing both larger purchases and transaction volume."

- Repeat Transactions: Cashback strongly supports repeat business, as seen with **1,032 repeat transactions** compared to **66** in the **discount category.**

- New vs. Repeat: Cashback contributes significantly to both new and repeat transactions, helping sustain customer loyalty and acquisition

Our Recommendation:

Based on the analysis from July to October 2024, it is evident that the cashback program has been a key driver of customer retention and repeat transactions. To capitalize on this trend and further boost performance, here are tailored recommendations focused on enhancing the cashback strategy along with value driven propositions.

Use Value Added eVouchers as Upselling Arm

• **Current Insight**: Although cashback effectively drives repeat visits, there is room to increase the average billing per transaction.

• **Strategy**:
- "Introducing added value eVouchers can strategically boost the average ticket size by encouraging customers to spend more in order to redeem their benefits. This approach complements value driven proposition by providing a compelling reason for customers to increase their transaction amounts, fostering greater engagement and overall revenue growth."
- Train staff to highlight these benefits , guiding customers to higher-value purchases

Conclusion

To sustain growth and maximize revenue, leveraging cashback mechanism is essential . Additionally, introducing value-added eVouchers as an upselling tool will elevate the average transaction size and incentivize higher spending. Training staff to communicate these benefits will further ensure that customers are guided toward more valuable purchases, resulting in sustained customer engagement and long-term profitability.

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